

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently amended) A method of providing a user with information about a product or service associated with an article, the method comprising the steps of:

~~providing machine-readable coded data on a surface of the article, the coded data comprising coded data portions, each coded data portion identifying the article and a position of the coded data portion on the surface of the article;~~

~~sensing by a sensing device at least one of the coded data portion tag on a surface of the article when the sensing device is brought in an operative position relative to the surface of the article, each coded data tag encoding an identity of the article and a position of the coded data tag on the surface of the article;~~

~~forming by the sensing device interaction data identifying the article and the position of the sensed coded data portion on the surface;~~

~~communicating by the sensing device the interaction data to a computer system, the data including an application identifier, the application identifier being derived from the identity of the article and the position of the coded data tag on the surface of the article;~~

~~receiving by the computer system the interaction data;~~

~~determining by the computer system and from the interaction data an identity of the article and the position of the sensed coded data portion;~~

~~determining by the computer system that the position of the sensed coded data portion relates to an information request;~~

~~receiving by the computer system location data indicative of a geographical location;~~

~~retrieving by the computer system the information about the product or service based upon the location data and the application identifier identity of the article; and~~

~~providing by the computer system the information about the product or service to the a user device.~~

2. (Currently amended) ~~A~~The method according to claim 1, wherein the information is indicative of a location of a commercial entity.

3. (Currently amended)      The~~A~~ method according to claim 1, wherein the retrieving step includes determining that the article has been purchased.
4. (Currently amended)      The~~A~~ method according to claim 1, wherein the information is indicative of an inducement to buy the product or service.
5. (Currently amended)      The~~A~~ method according to claim 4, wherein the inducement is a price discount.
6. (Currently amended)      The~~A~~ method according to claim 5, wherein the price discount is only valid at an outlet of a commercial entity at the location.
7. (Currently amended)      The~~A~~ method according to claim 5, wherein the price discount is valid at any of a number of outlets of the commercial entity.
8. (Currently amended)      The~~A~~ method according to claim 1, further including the step of receiving, in the computer system, identity data indicative of an identity of at least one of the sensing device and the user.
9. (Currently amended)      The~~A~~ method according to claim 1, further including the step of receiving, in the computer system, alias identity data indicative of an alias identity of at least one of the sensing device and the user.
10. (Currently amended)      The~~A~~ method according to claim 1, the location data having been provided by the sensing device.
11. (Currently amended)      The~~A~~ method according to claim 10, the location data having been generated by the sensing device.
12. (Currently amended)      The~~A~~ method according to claim 1, the location data having been provided by a mobile communications device in communication with the computer system.

13. (Currently amended) The~~A~~ method according to claim 12, the location data having been generated by the mobile communications device.

14. (Currently amended) The~~A~~ method according to claim 11, wherein the location data is based on Global Positioning System (GPS) location information generated by a GPS receiver in the sensing device.

15. (Currently amended) The~~A~~ method according to claim 13, wherein the location data is based on Global Positioning System (GPS) location information generated by a GPS receiver in the mobile communications device.

16. (Currently amended) The~~A~~ method according to claim 10, the location data having been generated by a telecommunications network associated with the sensing device.

17. (Currently amended) The~~A~~ method according to claim 12, the location data having been generated by a telecommunications network associated with the mobile communications device.

18. (Currently amended) The~~A~~ method according to claim 10, wherein the sensing device includes a wireless receiver for receiving radio-frequency data from a transmitter, the radio-frequency data including location information upon which the location data is based.

19. (Currently amended) The~~A~~ method according to claim 12, wherein the mobile communications device includes a wireless receiver for receiving radio-frequency data from a transmitter, the radio-frequency data including location information upon which the location data is based.

20. (Currently amended) The~~A~~ method according to claim 12, wherein the sensing device and the mobile communication device are integrated in a single device.

21. (Currently amended) The~~A~~ method according to claim 13, wherein the sensing device and the mobile communication device are integrated in a single device.

22. (Currently amended) The~~A~~ method according to claim 15, wherein the sensing device and the mobile communication device are integrated in a single device.

23. (Currently amended) The~~A~~ method according to claim 17, wherein the sensing device and the mobile communication device are integrated in a single device.

24. (Currently amended) The~~A~~ method according to claim 19, wherein the sensing device and the mobile communication device are integrated in a single device.

25. (Currently amended) The~~A~~ method according to claim 1, the location data having been generated by a telecommunications network associated with the sensing device.

26. (Currently amended) The~~A~~ method according to claim 25, the location data having been derived using an Uplink Time Difference of Arrival technique.

27. (Currently amended) The~~A~~ method according to claim 1, wherein the location data is received from a server, the server maintaining location data for a plurality of the articles based on last known locations of the respective articles.

28. (Currently amended) The~~A~~ method according to claim 1, wherein the providing step includes sending the information to an electronic address associated with at least one of the user and the sensing device.

29. (Currently amended) The~~A~~ method according to claim 1, wherein the geographical location is an area.

30. (Currently amended) The~~A~~ method according to claim 29, wherein the area is defined by a postal or zip code.

31. (Currently amended) The~~A~~ method according to claim 29, wherein the area is a city, suburb or town.

32. (Currently amended) The~~A~~ method according to claim 1, wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells

of telecommunications network that forms at least part of a communication path via which at least one of the location data and the interaction data are received in the computer system.

33. (Currently amended)      The~~A~~ method according to claim 16, wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of the telecommunications network.

34. (Currently amended)      The~~A~~ method according to claim 17, wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of the telecommunications network.

35-37. (Cancelled)

38. (Currently amended)      The~~A~~ method according to claim 5, wherein the providing the information step includes causing a printer to print the information in the form of a voucher for obtaining the price discount.

39-40. (Cancelled)